



## Whole Foods Market® Partners with Heading Home to Fight Homelessness

*Organic and natural food retailer promotes “Whole Night Madness Sale” and “Adopt-a-Family” programs to help homeless families*

**CAMBRIDGE, Mass. – January 21, 2011 –** Heading Home, Inc., one of the Boston area’s largest agencies devoted to helping the homeless, announced today that Whole Foods Market® Fresh Pond in Cambridge, Massachusetts sponsored two giving programs this holiday season that benefited homeless families served by Heading Home. The store hosted a “Whole Night Madness Sale” and donated five percent of sales – nearly \$4,400 – to Heading Home, and through the generosity of its customers, fulfilled the wish lists of 100 families through the “Adopt-a-Family for the Holidays” program. A non-profit organization, Heading Home’s mission is to end homelessness of individuals and families in Greater Boston by providing housing in conjunction with effective support services to help change the conditions that create homelessness.



**Photo caption:** From L to R: Emily Smaldon, Heading Home; Barry Shaievitz, store manager, Whole Foods Fresh Pond; Claire Davies, marketing manager, Whole Foods Fresh Pond; Wendy Jacobs, Heading Home  
*Photo credit: Heading Home*

Founded in 1980 in Austin, Texas, Whole Foods Market (NASDAQ: WFMI), is the leading natural and organic food retailer. Whole Foods Market Fresh Pond in Cambridge hosted the annual exclusive “Whole Night Madness,” a 36-hour holiday shopping marathon beginning at 7:00 am on December 23, 2010 and ending at 7:00 pm on December 24, 2010. The “Whole Night Madness Sale” featured exclusive storewide 50% off sales on select holiday items from 10:00pm to 5:00am as well as free in-store activities, giveaways, raffles and more. As part of Whole Night Madness, five percent of sales generated between 10:00pm and 5:00am supported Heading Home’s efforts to combat homelessness.

The holiday season is a very exciting time for many families. However, it also presents a unique challenge for homeless families who do not have the resources to fulfill their holiday wishes or give gifts to their children. In addition to the sales event, Whole Foods Market Fresh Pond sponsored an “Adopt a Family” drive for the holidays and helped 100 families have presents for the holidays. Heading Home collects the needs of these families through wish lists, which are then provided to volunteer organizations like Whole Foods Market Fresh Pond.

The perilous housing market and wave of foreclosures have displaced many people, and the issue of homelessness has become absolutely critical in the Greater Boston community. On

any given night, there are more than 7,000 homeless people in Greater Boston, and the average age of a homeless person – and Heading Home client – is just eight years old. Sadly, not since the Great Depression have so many families been homeless. The number of homeless families is staggering and offers a glimpse into the depth of the affordable housing conundrum. In 2010, Heading Home helped more than 2,000 homeless families and individuals in Greater Boston by providing them a place to call home and opportunities for self-sufficiency.

### **About Heading Home**

Heading Home, formerly Shelter Inc., is a non-profit whose mission is to end homelessness in Greater Boston by providing housing in conjunction with effective support services to help change the conditions that create homelessness. Founded in 1974 by a small group of concerned citizens in Cambridge, Heading Home today operates programs focused on smaller home-like settings with individualized attention in the communities of Boston, Somerville, Cambridge, Malden, Medford, Everett and Quincy. For more information, visit <http://headinghomeinc.org>.

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